

Abstract

A content checking system for evaluating content sponsored by a content sponsor and intended to be checked by a content disseminator or third-party before the content is disseminated is described. The system allows a content sponsor to submit content in an electronic form to a content checking service provider and have the content distributed to various recipients which may also be the content disseminators. Feedback is collected by the recipients and transmitted back to the submitter via the service provider. The content is distributed in an efficient manner, typically over a computer network, such as the Internet, and feedback on the content is collected, formatted in a manner that is appropriate for the submitter, and transmitted to the submitter via the service provider. In a preferred embodiment, the content checking system is used for clearance of commercials or any type of content intended to be exhibited on television. The content sponsor is an advertiser who may produce the commercial itself or have an agency produce the commercial. The commercial is sent to a content disseminator such as a television broadcaster (e.g., ABC, Fox, NBC, etc.). The clearance department at the broadcaster collects comments on the commercials and sends the feedback back to the advertiser via the clearance service provider.